Politeness Strategies in Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube

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Article Info	Abstract
Keywords: Brown & Levinson; Jimmy Kimmel Live, politeness strategy, talkshow, YouTube	This study aims to identify any kinds of politeness strategies, understand how talk shows influence people's perceptions of important issues and how they shape public culture through mass media used in Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube. The writer uses a descriptive qualitative method to explain the data and follows the theory of Brown and Levinson (1987) to answer the statement of the problem. Besides on the finding, the writers found the conversation on Jimmy Kimmel Live with David Beckham on Youtube reveals 149 politeness strategies, with positive politeness being the most common, appearing 107 times. Then, 11 bald on record, 18 negative politeness, and 13 off record. Additionally, the results show that 149 different politeness techniques were employed during Jimmy Kimmel and David Beckham's interaction. It can be concluded that politeness strategy is one of the things that are very important for interactions to respect and maintain the self-esteem of others. The implications study shed light on the practical purposes of manners and their influence on discourse and social interactions. The examination of politeness strategies in this particular setting advances our knowledge of interpersonal communication dynamics and the methods speakers use to successfully negotiate social norms and accomplish communication objectives. © 2024 Universitas Pamulang

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INTRODUCTION

In everyday life, humans constantly engage in communication. As Pearson et al. (2011, p. 5) state, "you cannot avoid communication, and you will engage in communication nearly every minute of every day of your life." This quote underscores the pervasive nature of communication, from the moment we wake up until we go to bed. Regardless of location or activity, communication remains an essential part of daily life. Understanding this process involves the study of pragmatics, which helps us grasp how people interpret messages.

One critical aspect of communication is the use of politeness strategies to maintain respectful and productive relationships. Supriyanta & Ghozali (2017) highlight that politeness strategies are frequently employed to uphold dignity and self-respect in everyday interactions, preventing hurt feelings and preserving social bonds. Maintaining a comfortable interaction allows communication participants to achieve shared goals.

In the modern era, technology has made it easier to access information, particularly through the internet. One popular format is the talk show, which presents current issues and diverse perspectives, often shaping public opinion through television and digital platforms. Talk shows are powerful tools for educating, entertaining, and provoking critical thinking, playing a vital role in shaping societal and cultural narratives. This study examines politeness strategies in a specific context: the *Jimmy Kimmel Live* show with guest David Beckham, available on YouTube. The aim is to explore how talk shows influence public perceptions and contribute to cultural discourse through mass media.

The study draws on Brown & Levinson's (1987) politeness theory, which has been applied across various contexts such as speeches, interviews, movies, and novels. For instance, Gufron et al. (2023) found that positive politeness was most common in President Joko Widodo's international speeches, while bald-on-record strategies were less frequent. In contrast, Widyastuti's (2019) study of *The Sun Also Rises* showed that the main character used all politeness strategies, shaped by language style, register, and social factors. Similarly, Isabella et al. (2022) analyzed politeness in a movie and found that positive politeness was dominant, influenced by sociological factors. Purba et al. (2023) found a high occurrence of positive politeness in Joe Biden's victory speech, emphasizing optimism. Yusniati et al. (2023) analyzed *The Tonight Show Starring Jimmy Fallon* and noted that Taylor Swift and Paul Rudd often used humor and exaggeration, emphasizing positive politeness.

These findings suggest that while positive politeness tends to dominate, the specific context and relationship dynamics shape how politeness strategies are used. For instance, in a talk show, humor and exaggeration may play a larger role, while a diplomatic speech might focus on optimism and reassurance. Each study demonstrates that the context and relationships involved influence the choice and effectiveness of politeness strategies.

In conversation, participants often convey hidden meanings, which can be analyzed through pragmatics. Yule (2020) defines pragmatics as the study of "invisible" meaning,

helping us understand implied messages beyond the spoken words. People often hint at their intentions rather than stating them directly, and pragmatics enables a better understanding of these subtleties for smoother interactions. Levinson (1983) similarly describes pragmatics as examining the relationship between language and context as encoded in grammar, highlighting the importance of understanding conveyed meanings.

Yule (2020) also defines politeness as a concern for the worth and reputation of others, crucial in interactions with elders or higher-status individuals. Politeness is guided by social norms and cultural expectations, fostering positive relationships through mutual respect.

METHODS

In employing a qualitative approach to analyze data, the researcher adhered to principles outlined by Ugwu & Eze (2023), which emphasize the importance of understanding social phenomena within their natural contexts. As Ugwu & Eze (2023, p. 20) state, the goal of qualitative research is to gain a comprehensive understanding of social phenomena in their natural environments. Qualitative methods involve an in-depth approach to studying human behavior through the collection and analysis of unstructured data. This methodology enables a thorough exploration of human interactions by examining unstructured data meticulously.

The study focused on uncovering politeness strategies through a series of systematic steps. First, the researcher extensively watched the video to capture the nuances and contextual subtleties of the interaction. Next, a careful transcription of the dialogue was conducted to ensure accuracy, creating a foundational text for analysis. This transcription preserved the authenticity of the interaction and allowed for detailed scrutiny of verbal and non-verbal cues that contribute to politeness strategies. During the identification phase, the researcher carefully pinpointed instances of politeness within the discourse, noting both explicit and subtle manifestations. Finally, using Brown & Levinson's (1987) politeness theory, the researcher classified these strategies, employing a framework that distinguishes between various forms of politeness, such as positive and negative politeness strategies. This theoretical approach facilitated a structured analysis, enhancing the understanding of how politeness functions within the specific social and cultural dynamics depicted in the video.

RESULTS AND DISCUSSION

In this study, the writers classified the data based on types of politeness strategies based on Brown & Levinson (1987) theory. The data found was qualitative data as the form of types of politeness strategies, then analyzed in the context of analysis. This research emphasizes pragmatics, the use of language in context of the speaker. In order to provide a true portrayal of the tactics employed, the authors carefully classified every

incident of politeness. By focusing on individual exchanges between Jimmy Kimmel and David Beckham, they were able to find common themes and characteristics in polite behavior. This study highlights how public figures handle interpersonal relationships in the media. The talk show environment, with its inherent demands to maintain a good public image, is also considered. In this study, the data was collected from Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube. The writers found 4 types of politeness principle strategies used in Jimmy Kimmel Live with David Beckham's Guest Appearance on YouTube. They were bald on record, positive politeness, negative politeness, and off record. The detailed politeness principle used in Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube can be seen in the following Table 1 and Figure 1.

Table 1. Results of the study.

Types of politeness strategies	Findings
Bald on record	11
Positive politeness	107
Negative politeness	18
Off record	13
Total	**149**

1. Bald-On Record

06:38 - FTA- oriented bald-on-record- usage

DB: when I watched it that morning

DB: I really didn't like it, I didn't enjoy watching it

As discussed in the interview, Jimmy discussed the documentary about David Beckham which can be watched on Netflix. David explained the contents of the documentary. Jimmy asks when and comments David watched a documentary about himself, and David says "**I really didn't like it, I didn't enjoy watching it**" David's utterance shows that he uses Bald on Record which is an FTA-oriented use of Bald- on-Record because he didn't like it and didn't enjoy watching it himself. David said directly to Jimmy what he felt while watching the documentary and had no other meaning.

11:59 - FTA- oriented bald-on-record- usage

DB: And **I got the idea.**

Jimmy discussed the photos in the documentary about David. You can see in the photo that David's dad gave David Guinness and raw eggs. David explained the reason because his idol drank Guinness and raw eggs too. David says "**And I got the idea.**" to tell his dad to let him drink that too. David's utterance shows that he uses Bald on Record which is an FTA-oriented use of Bald-on-Record because it expresses directly what one is thinking. This truthfulness removes any ambiguity about his intentions. By imitating his idol, David makes his desires and preferences clear. Furthermore, the use of Bald on Record highlights the direct and unfiltered nature of David's communication style.

2. Positive Politeness

00:00 - Exaggerate | Approval

JK: Our first guest tonight is **one of the most famous athletes in the world**, who's not only responsible for bringing Messi to this country, he brought the Spice Girls back together, too.

Jimmy Kimmel is a host of a show called "Jimmy Kimmel Live" and invited David Beckham as a guest on that episode. During the opening, Jimmy Kimmel gave a clue by saying "**one of the most famous athletes in the world**" it shows that Jimmy's utterance uses positive politeness strategy 2 exaggerate which is to approve. As we know, the guest is David Beckham, a famous athlete who is loved by many fans not only from his home country of England but almost all over the world. Jimmy uses an approval strategy for the opening and introduction to call David because the utterance he uses is indeed factual and approved by many people.

01:33 - Be optimistic

DB: **I always hoped that it would be this successful.**

David Beckham has a football club called Miami Football Club which was founded by himself and two other friends, namely Jorge and Jose. The Miami football club was successful beyond expectations. David says "**I always hoped that it would be this successful.**" it shows that utterance uses positive politeness strategy 11 be optimistic which is David is optimistic about the football club he founded. by saying "**I always hope**" David's utterance shows that he hopes the football club will continue to be successful. His optimism is a reflection of his faith in the team's ability to succeed in the future. Additionally, it exudes optimism, which might inspire the group and other interested parties. Keeping an optimistic attitude helps to keep relationships positive and motivate people to support the club over the course of time.

3. Negative Politeness

02:44 - Question

JK: **Is he, in your opinion?**

DB: Yeah.

In the conversation, Jimmy and David are talking about Lionel Messi, which David calls "Leo." David said that he wanted to invite Leo to play at his club. David praised Leo as the greatest player in his opinion. Jimmy asked "**Is he, in your opinion?**" It shows that the utterance uses negative politeness strategy 2 question, which Jimmy asked about Leo from David's opinion who called Leo the greatest player. The utterance fell into negative politeness because Jimmy asked something that had previously been explained, so the question was asked to emphasize again briefly.

10:09 - Apologize

JK: I mean, **I felt very sorry for you** at parts of the documentary.

Jimmy talked about David's father and mother after watching the documentary. David explains his dad was quite obsessed with football. His dad cut out newspapers about David Beckham and taped every one of David's games, the same as his mom. His mother did something nice to the journalist who always wrote bad things about David. Jimmy says "I mean, **I feel very sorry for you** as part of the documentary." It shows that the utterance uses negative politeness strategy 6 apologize which Jimmy feels

concerned about.

4. Off-Record
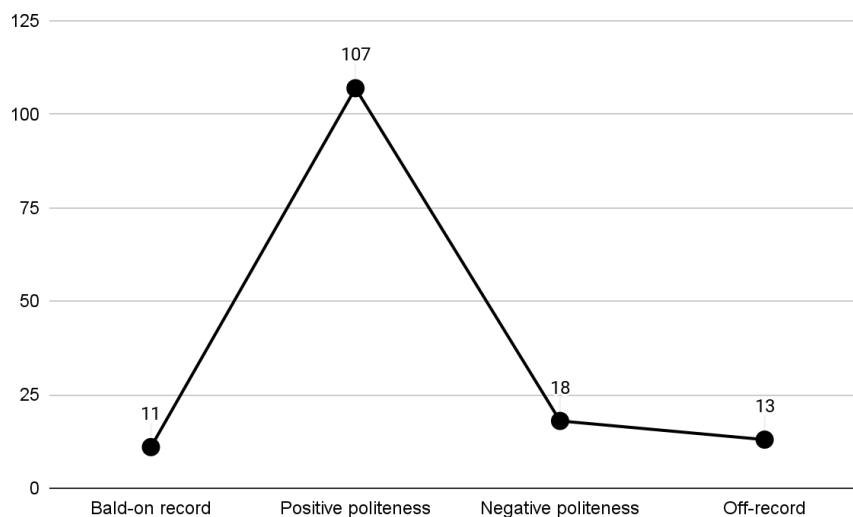### 08:32 - Overstate

DB : **And if I didn't, he'd kill me.**

Jimmy and David have finished watching David's documentary. Then David explained that his dad was strict in training David. by saying "**And if i didn't, he'd kill me.**" It shows that David utterance uses off-record strategy 5 overstate. From the words "**kill me**" David overstated as if if he didn't do what his father said during training he would be killed, even though it was just his fear of his dad. The extreme pressure he experienced throughout training is highlighted by this dramatization. David conveys the seriousness of his father's expectations through exaggeration, avoiding direct criticism. By using an indirect way, he is still able to express his feelings while lessening the impact of his statement.

10:14 - Metaphor

JK: He's married to one of **the Spice Girls**.

From a conversation about the David Beckham documentary, Beckham's wife, Victoria Beckham, is in the video. Of course, the audience who watched the documentary speculated many things about the documentary. as Jimmy said "**He's married to one of the Spice Girls.**" It shows that utterance using strategy 9 uses the metaphor of off-record politeness. Victoria Beckham is a member of the female vocal group Spice Girls, who is famous for her song "Wannabe". said "the Spice Girls." included in the metaphor of the word "spice" which describes how spices give taste and color to the group to give the impression of a colorful and energetic woman.**Figure 1.** Politeness strategies in the interview of Jimmy Kimmel and David Beckham.

Based on the study findings above, the writers discussed that in Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube, all of the politeness strategies are used in the conversation. The types of politeness strategies used in the conversation

in Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube are: bald on record, positive politeness, negative politeness, and off record. Furthermore, based on the findings, there are 149 politeness strategies used in the conversation between Jimmy Kimmel and David Beckham. The types of politeness strategies that are mostly found on the Jimmy Kimmel Live with David Beckham's Guest Appearance on Youtube is the Positive politeness which appears 107 times. Additionally, there are 11 bald on record, 18 negative politeness, and 13 off record.

It can be concluded that Jimmy Kimmel and David Beckham do not want to make people who communicate with them feel rejected and uncomfortable by disagreeing with people's opinions or people's utterances. In addition, avoiding disputes can create peace because it will make each other feel valued and accepted. The host's emphasis on establishing a warm and inviting atmosphere is indicated by their notable usage of positive politeness. Appreciating the guest's contributions, employing humor, and offering praises are examples of positive politeness techniques. Utilizing these strategies facilitates the development of a positive rapport and increases audience enjoyment. Bald on record and off record techniques are comparatively less common, suggesting a desire for unambiguous, straightforward communication. Strategies of negative politeness, less common, are an attempt to minimize forcing oneself on the guest. Overall, the conversational dynamics are improved by the application of a variety of politeness techniques, making the interview courteous and engaging.

CONCLUSION

The analysis of politeness strategies in the Jimmy Kimmel and David Beckham conversation on *Jimmy Kimmel Live* offers valuable insights into applying politeness theory in real communication. Positive politeness was the most common strategy, highlighting warmth, solidarity, and empathy between the speakers. Other strategies, such as bald on record, off record, and negative politeness, also appeared, showing how speakers navigate social dynamics and interpersonal norms. This study deepens our understanding of how politeness operates in communication settings, particularly in talk shows like *Jimmy Kimmel Live*.

The study highlights the practical purposes of politeness in social interactions and its impact on speech. Scholars and students of pragmatics and communication will find these findings useful. However, some limitations exist. The study's focus on a single exchange limits its generalizability, as the conclusions cannot be applied to other contexts. Additionally, as a qualitative study, the results are open to interpretation and potential researcher bias, underscoring the need for further validation in future research.

Future studies could broaden this research by examining politeness strategies across various talk shows, interviews, or other communication settings. Quantitative analysis of politeness strategy frequency and distribution could also

provide a systematic understanding of politeness in communication. Exploring how cultural differences affect politeness strategies could offer valuable insights into how sociocultural norms shape politeness. Cross-cultural comparisons could reveal whether politeness methods are universal or context-dependent and how well they achieve communication goals.

Overall, examining politeness strategies in the Kimmel-Beckham interaction provides a practical look at how politeness theory applies to everyday conversations. Further research can expand our knowledge of how politeness shapes effective communication in diverse settings.

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